



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 194843
Schedule Dates 09/04/12-09/17/12
Advertiser Obama for America/D (9323)
Agency/T-Code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR
Product Political-Political (1088)
Brand Est 1687 OFA Sked C 9/4-9/17 (71323)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Nagelberg, Dan
Phone/Fax /
CPE OFA/9/4-9/17/1687 Sked C
Account Types Local/Political Candidate Agency/
Billing Type Calendar
Comments

Date Entered 08/30/12
Last Modified 08/30/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,300.00
Net Total \$103,700.00
Sales Tax

WJLA Arlington (WJLA)
By Calendar Month
Sep. 2012
Grand Total:
Spots 90
Rate \$122,000.00
\$122,000.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|-------------|-----------------------|----------|---------|
| 1.0 | Normal Line / SPOT | 09/04/12-09/14/12 | 4 | :30 | 9A- LIVE! | 1 | 1 | 1 | 1 | 1 | 1 | | | 9 | \$600.00 | \$5,400.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 2.0 | Normal Line / SPOT | 09/04/12-09/14/12 | 4 | :30 | 9A- LIVE! | 1 | 1 | 1 | 1 | 1 | 1 | | | 9 | \$500.00 | \$4,500.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 3.0 | Normal Line / SPOT | 09/04/12-09/14/12 | 4 | :30 | 10:58A- ABC- THE VIEW | 1 | 1 | 1 | 1 | 1 | 1 | | | 9 | \$1,000.00 | \$9,000.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 4.0 | Normal Line / SPOT | 09/04/12-09/14/12 | 4 | :30 | 11:59A- NEWS-ABC 7 NEWS @ NOON | 1 | 1 | 1 | 1 | 1 | 1 | | | 9 | \$800.00 | \$7,200.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 5.0 | Normal Line / SPOT | 09/04/12-09/14/12 | 4 | :30 | 12:30P- WHO WANTS TO BE A MILLIONAIRE (R) | 1 | 1 | 1 | 1 | 1 | 1 | | | 9 | \$500.00 | \$4,500.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 6.0 | Normal Line / SPOT | 09/04/12-09/14/12 | 4 | :30 | 12:57P- ABC- THE CHEW | 1 | 1 | 1 | 1 | 1 | 1 | | | 9 | \$500.00 | \$4,500.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 7.0 | Normal Line / SPOT | 09/04/12-09/14/12 | 4 | :30 | 6:59A- ABC- GOOD MORNING AMERICA | 1 | 2 | 1 | 2 | 1 | | | | 13 | \$1,000.00 | \$13,000.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 8.0 | Normal Line / SPOT | 09/04/12-09/14/12 | 4 | :30 | 4:58P- NEWS-ABC 7 NEWS @ 5P | 2 | X | X | X | X | X | | | 4 | \$1,600.00 | \$6,400.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 9.0 | Normal Line / SPOT | 09/10/12-09/10/12 | 4 | :30 | 7:57P- ABC- BACHELOR PAD | 2 | | | | | | | | 2 | \$7,000.00 | \$14,000.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 10.0 | Normal Line / SPOT | 09/17/12-09/17/12 | 4 | :30 | 7:57P- ABC- CMA MUSIC FESTIVAL | 2 | | | | | | | | 2 | \$7,000.00 | \$14,000.00 | WJLA Arlington (WJLA) | | 8/30/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 194843

| | | | |
|----------------|--|---------------|--------------|
| Schedule Dates | 09/04/12-09/17/12 | Date Entered | 08/30/12 |
| Advertiser | Obama for America/D (9323) | Last Modified | 08/30/12 |
| Agency/T-Code | Greer Margolis & Mitchell (GMMB) (2116)/ELECTR | Entered By | Susan Petro |
| Product | Political-Political (1088) | CO-OP | No |
| Brand | Est 1687 OFA Sked C 9/4-9/17 (71323) | Headline # | |
| Salesperson | Petro, Susan (1110) | Demo | |
| Sales Office | WJLA - Core Team | Order Type | Normal |
| Buyer Name | Nagelberg, Dan | Package Deal | |
| Phone/Fax | / | Commission % | 15.00 |
| CPE | OFA/9/4-9/17/1687 Sked C | Commission | \$18,300.00 |
| Account Types | Local/Political Candidate Agency | Net Total | \$103,700.00 |
| Billing Type | Calendar | Sales Tax | |
| Comments | | | |

| WJLA Arlington (WJLA) | | Rate |
|-----------------------|-------|--------------|
| By Calendar Month | Spots | |
| Sep. 2012 | 90 | \$122,000.00 |
| Grand Total: | 90 | \$122,000.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|-------------|-----------------------|----------|---------|
| 11.0 | Normal Line / SPOT | 09/11/12-09/11/12 | 4 | :30 | 5:57P-ABC-PRIVATE PRACTICE | | | 2 | | | | | | 2 | \$3,500.00 | \$7,000.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 12.0 | Normal Line / SPOT | 09/17/12-09/17/12 | 4 | :30 | 9A- LIVE! | | 1 | | | | | | | 1 | \$600.00 | \$600.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 13.0 | Normal Line / SPOT | 09/17/12-09/17/12 | 4 | :30 | 10A- RACHAEL RAY | | 1 | | | | | | | 1 | \$500.00 | \$500.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 14.0 | Normal Line / SPOT | 09/17/12-09/17/12 | 4 | :30 | 10:58A-ABC-THE VIEW | | 1 | | | | | | | 1 | \$1,000.00 | \$1,000.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 15.0 | Normal Line / SPOT | 09/17/12-09/17/12 | 4 | :30 | 11:59A-NEWS-ABC 7 NEWS @ NOON | | 1 | | | | | | | 1 | \$800.00 | \$800.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 16.0 | Normal Line / SPOT | 09/17/12-09/17/12 | 4 | :30 | 12:30P- WHO WANTS TO BE A MILLIONAIRE (R) | | 1 | | | | | | | 1 | \$500.00 | \$500.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 17.0 | Normal Line / SPOT | 09/17/12-09/17/12 | 4 | :30 | 12:57P-ABC-THE CHEW | | 1 | | | | | | | 1 | \$500.00 | \$500.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 18.0 | Normal Line / SPOT | 09/17/12-09/17/12 | 4 | :30 | 6:59A-ABC-GOOD MORNING AMERICA | | 3 | | | | | | | 3 | \$1,000.00 | \$3,000.00 | WJLA Arlington (WJLA) | | 8/30/12 |
| 19.0 | Normal Line / NEWS BRIEF | 09/04/12-09/13/12 | 1 | :30 | 12P- 12:15P (EST) | | 1 | | 1 | | | | | 4 | \$6,400.00 | \$25,600.00 | WJLA Arlington (WJLA) | | 8/30/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

New Order

| | | | |
|---|-------------------------------|----------------------------|---------------------------------|
| Media: TV | Market: Washington, DC | Vendor: WJLA-TV | Billing To: GMMB |
| Client: Obama for America | Demo: Adults 35+ | | 1010 Wisconsin Avenue, NW, #800 |
| Product: Candidate Orders | Separation: 30 | | Washington, DC 20007 |
| Estimate: 1687 | Flight Start: 9/4/12 | AE: Susan Petro | |
| Description: OFA Sked C 9/4-9/17 | Flight End: 9/17/12 | Phone: 202-572-2852 | |
| Version: 1 | Survey: | Fax: 202-338-2334 | |

Comments:

| Line No | Daypart (Program) | Daypart Code | Gross C/T | Dur | 9/4 | 9/11 | Total Spots | Adults 35+ RTG | CPP |
|--------------------------------|---|---------------|-------------------|------|------------------|------|-------------|----------------|-----|
| 1 | TuWThF,M 9:00A-10:00A (LIVE WITH KELLY) | DT | \$600.00 | C 30 | 5 | 5 | 10 | | |
| 2 | TuWThF,M 10:00A-11:00A (RACHEL RAY) | DT | \$500.00 | C 30 | 5 | 5 | 10 | | |
| 3 | TuWThF,M 11:00A-12:00P (THE VIEW) | DT | \$1,000.00 | C 30 | 5 | 5 | 10 | | |
| 4 | TuWThF,M 12:00P-12:15P (today on the campaign trail) | DT | \$6,400.00 | C 30 | 2 | 2 | 4 | | |
| 5 | TuWThF,M 12:00P-12:30P (ABC 7 NEWS @ NOON) | DT | \$800.00 | C 30 | 5 | 5 | 10 | | |
| 6 | TuWThF,M 12:30P-1:00P (WHO WANTS TO BE A MILLIONAIRE) | DT | \$500.00 | C 30 | 5 | 5 | 10 | | |
| 7 | TuWThF,M 1:00P-2:00P (THE CHEW) | DT | \$500.00 | C 30 | 5 | 5 | 10 | | |
| 8 | TuWThF,M 7:00A-9:00A (GMA 7A-9A) | EM | \$1,000.00 | C 30 | 8 | 8 | 16 | | |
| 9 | TuWThF,M 5:00P-6:00P (NEWS 7 @ 5) | EN | \$1,600.00 | C 30 | 2 | 2 | 4 | | |
| 10 | M 8:00P-10:00P (BACHELOR PAD) | PT | \$7,000.00 | C 30 | 2 | 2 | 4 | | |
| 11 | Tu 10:00P-11:00P (NY MED) | PT | \$3,500.00 | C 30 | 2 | 2 | 4 | | |
| Total Spots: | | | | | 46 | 46 | 92 | 0.0 | |
| Total GRP/GIMP(000): | | | | | 0.0 | 0.0 | | | |
| Month | Cash\$-Spots | Trade\$-Spots | Total\$-Spots | | | | | | |
| 9/2012 | \$129,000.00 - 92 | \$0.00 - 0 | \$129,000.00 - 92 | | | | | | |
| Total Gross Cost: \$129,000.00 | | | | | Total Gross CPP: | | \$0.00 | | |
| Total Net Cost: \$109,650.00 | | | | | Total Net CPP: | | \$0.00 | | |